

## ORDER



**Orders**  
**Order / Rev:** 1203037  
**Alt Order #:** 07427921  
**Product Desc:** GRIFFITH 4 GOVERNOR  
**Estimate:** 326  
**Flight Dates:** 10/07/14 - 10/13/14  
**Original Date / Rev:** 10/14/14 / 10/14/14  
**Order Type:** Political

## WSFA

**Primary AE:** Ashley Demby  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency Name:** Hulslen Media Services  
**Buying Contact:**  
**Billing Contact:**  
 2400 Laramie Trail  
 Austin, TX 78745

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Griffith, Parker/D/Governor/Alaba  
**Demographic:** A35+  
**Product Codes:** PL500  
**Priority:** P 3  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/13/14	36	\$18,515.00	\$15,737.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	36	\$18,515.00	\$15,737.75	0.00
<b>Totals</b>	<b>36</b>	<b>\$18,515.00</b>	<b>\$15,737.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ashley Demby			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WSFA	57%	\$18,515.00
Market	100%	\$32,482.46

## Competitive Share

	Share	Total
ABMY	0%	\$0.00
ESFA	0%	\$0.00
KBPN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	30%	\$9,744.74
WAXC	0%	\$0.00
WCOV	3%	\$974.47
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WNCF	10%	\$3,248.25
WRJM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WSFA	10/07/14	10/10/14	Today In Alabama	Comm	6a-7a	-TWTF--	:30	4	\$750.00	P 2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/06/14	10/12/14	-TWTF--			4		\$750.00		0.00				
2	WSFA	10/13/14	10/13/14		Comm	6a-7a	1-----	:30	1	\$750.00	P 2	0.00	NM	1	\$750.00

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Estimate: 326  
WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today In Alabama															
Today In Alabama <6:00 AM-7:00 AM>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$750.00		0.00			
3	WSFA	10/07/14	10/10/14	NET NBC Today Show	Comm	7-9am	-TWTF--	:30	4	\$400.00	P 2	0.00	NM	4	\$1,600.00
NBC Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--					4	\$400.00		0.00			
4	WSFA	10/13/14	10/13/14	NET NBC Today Show	Comm	7-9am	1-----	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
NBC Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$400.00		0.00			
5	WSFA	10/07/14	10/10/14	SYN M-F 330-4p	Comm	330-4p	-TWTF--	:30	4	\$75.00	P 3	0.00	NM	4	\$300.00
Judge Judy 1st Run															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--					4	\$75.00		0.00			
6	WSFA	10/13/14	10/13/14	SYN M-F 330-4p	Comm	330-4p	1-----	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
Judge Judy 1st Run															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$75.00		0.00			
7	WSFA	10/07/14	10/10/14	WSFA 12 News at Six - M	Comm	6-630pm	-TWT---	:30	3	\$1,100.00	P 2	0.00	NM	3	\$3,300.00
WSFA 12 News at Six - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWT---					3	\$1,100.00		0.00			
8	WSFA	10/13/14	10/13/14	WSFA 12 News at Six - M	Comm	6-630pm	1-----	:30	1	\$1,100.00	P 2	0.00	NM	1	\$1,100.00
WSFA 12 News at Six - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$1,100.00		0.00			
9	WSFA	10/07/14	10/10/14	SYN M-F 630-7p	Comm	630-7p	-TW----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TW----					2	\$300.00		0.00			
10	WSFA	10/13/14	10/13/14	SYN M-F 630-7p	Comm	630-7p	1-----	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$300.00		0.00			
11	WSFA	10/07/14	10/10/14	WSFA 12 News at Ten - M	Comm	10-1035pm	-TWT---	:30	3	\$1,000.00	P 2	0.00	NM	3	\$3,000.00
WSFA 12 News at Ten - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWT---					3	\$1,000.00		0.00			
12	WSFA	10/13/14	10/13/14	WSFA 12 News at Ten - M	Comm	10-1035pm	1-----	:30	1	\$1,000.00	P 2	0.00	NM	1	\$1,000.00
WSFA 12 News at Ten - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$1,000.00		0.00			
13	WSFA	10/07/14	10/10/14	NET The Tonight Show	Comm	1035-1135pm	-TWT---	:30	3	\$160.00	P 3	0.00	NM	3	\$480.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWT---					3	\$160.00		0.00			
14	WSFA	10/13/14	10/13/14	NET The Tonight Show	Comm	1035-1135pm	1-----	:30	1	\$160.00	P 3	0.00	NM	1	\$160.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$160.00		0.00			
15	WSFA	10/13/14	10/13/14	NET Monday Hour 3	Comm	9-10pm	1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
THE BLACKLIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----					1	\$1,000.00		0.00			
16	WSFA	10/11/14	10/11/14	NET NBC Sat Today Show	Comm	6-8am	-----1-	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
NBC Saturday Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Product Desc: GRIFFITH 4 GOVERNOR  
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WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WSFA	10/11/14	10/11/14	NET NBC Sat Today Show	Comm	6-8am	-----1-	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
				NBC Saturday Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1-		1			\$150.00		0.00				
E 17	WSFA	10/11/14	10/11/14	WSFA 12 News at Six - Sat	Comm	Sa 6-7pm	-----1-	:30	1	\$250.00	P 2	0.00	NM	0	\$0.00
				WSFA 12 News at Six-Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1-		1			\$250.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFA	10/06/14-10/12/14	WSFA 12 News at Six -SAT		Sa 6-7pm	-----Sa--	:30		(\$250.00)		0.00	NM		
				Credited											
				[CR-No Avails]											
18	WSFA	10/11/14	10/11/14	WSFA 12 News at Ten - Sat	Comm	10-1030pm	-----1-	:30	1	\$650.00	P 2	0.00	NM	1	\$650.00
				WSFA 12 News at Ten - Sat		<10:00 PM-10:30 PM>									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1-		1			\$650.00		0.00				
19	WSFA	10/11/14	10/11/14	NET Saturday Night Live	Comm	1030PM-12AM	-----1-	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
				Saturday Night Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1-		1			\$150.00		0.00				
20	WSFA	10/12/14	10/12/14	NET NBC Sunday Today Show	Comm	7-8am	-----1	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
				NBC Sunday Today Show		<7:00 AM-8:00 AM>									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1		1			\$150.00		0.00				
21	WSFA	10/12/14	10/12/14	LOC News Following News	Comm	1030p-11P	-----1	:30	1	\$350.00	P 2	0.00	NM	1	\$350.00
				Late News		<10:30 PM-11:00 PM>									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/06/14	10/12/14	-----1		1			\$350.00		0.00				
													Totals	36	\$18,515.00

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT14/14 18.18  
\*\*CHANGES\*\* \*\*\* WSFA-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME	KRISTIN BLACK
SALES PRSN	WA- ASHLEY DEMBY

AUSTIN, TX 78745

	CLASS: NATL.	LOCAL	REGIONAL
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[illegible]

FLIGHT DATES OCT7/14 OCT13/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT14/14 18.18

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
PARKER GRIFFITH FOR GOVERNOR 15 MINUTE SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = AGENCY EST # = 326  
AGENCY PRODUCT CODE =

17	S	600P-700P	30	\$250.00	10/11	10/11	0	✓	SAT
PROGRAM : WSFA 12 NEWS AT 6P									
CON COM1 : WSFA 12 NEWS AT 6P									
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT11									

REP: TEL# 703-528-9383 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT14/14 18.18  
\*\*\*CHANGES\*\*\* \*\* WSFA-TV \*\*\*

REP HEADLINE# 7427921 TRF# 1203037  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#17	MISSED: SAT/600P-700P				OCT11		30S	\$250.00	(OCT14/14)	

OFFER: NONE  
CMT: SPOT DID NOT AIR DUE TO FOOTBALL RUNNING LONG. PLEASE CREDIT AND WE  
CMT: WILL ADD MONEY TO CURRENT CONTRACT. PLEASE CONFIRM. THANKS, DENICE

OCT/14			18515.00									CONTRACT TOTAL 18515.00 TOTAL SPOTS 36
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MARKET TOTALS \$32,965 WSFA 57% WNCN 10% WAKA 30% WCOV 3% CABL 0% WBMM 0% WIYC 0%  
ESFA 0%

ACCURATE SHARES

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 7427921 TRF# 1203037 REP: TEL# 703-528-9383 FAX# 703-516-9680  
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT14/14 18.20  
ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/P GRIFFITH/D/GOV/AL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME HULSEN MEDIA SERVICES BUYER NAME KRISTIN BLACK  
2400 LARAMIE TRAIL SALES PRSN WA- ASHLEY DEMBY  
AUSTIN, TX 78745  
ORDER # \_\_\_\_\_ CONTRACT # 7427921 CLASS: NATL. LOCAL REGIONAL  
PRDCT GRIFFITH 4 GOVERNOR EST#326 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT7/14 OCT13/14 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT14/14 18.20

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM \*\*\*\*\* PARKER GRIFFITH FOR GOVERNOR 15 MINUTE SEP  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 18515.00  
TOTAL SPOTS 36